

Initial Project Area Workshop Agenda

Northeast

***Note:** ADD and Stakeholder workshop participants will be actively engaged throughout the Workshop*

1. Introduction 10:00am-10:20am

Welcome, introductions and review of agenda and **workshop priority -- enhancing SME entrepreneur utilization of the Internet.**

- Convened by Project Area Chair; Introduced by OBOD; Facilitated by Baker and SNG
- Opportunity for workshop participants to review workshop purpose and objectives

2. Project Area Analysis 10:20am-11:20am

Project planning area and focus: Project Area Chair

Information and analysis on leveraging broadband: Baker/SNG

- National and state-wide patterns of broadband deployment and utilization
- Dynamics of broadband in the Northeast Region, especially in counties within the FIVCO, Buffalo Trace and Gateway Area Development Districts.
- Data and analysis of utilization of the Internet by SMEs.

Workshop participants supplement survey data and analysis with local/regional insight, knowledge and perspective.

Objectives: Identify data and analysis relevant to the project area

- Ensuring a shared understanding by all workshop participants of regional broadband dynamics;
- Reviewing key findings on the relationships among Broadband availability, adoption, and meaningful utilization;
- Recognizing past, present and anticipated broadband and economic development efforts in the Region;
- Identifying potential barriers to competitive utilization of the Internet by SMEs in the region.

3. Project Area Priorities Identification 11:20am-12:20pm

Identify and prioritize key issues facing the Project Area: facilitated discussion.

Objectives:

- Identifying and agreeing on key opportunities and key challenges facing the Project Area, with a focus on enhancing SME utilization of the Internet;

Objectives *(continued)* :

- Agreeing on goals and objectives for improvement of Internet use by SMEs;
- Agreeing on significant assets & significant deficits regarding the Project Area & SME Internet use ;
- Agreeing on priorities for a plan to improve SME utilization of the Internet in the Project Area.

4. Lunch Break: 12:20pm-1:15pm

5. Plan Development 1:15pm-2:15pm

Begin to operationalize Project Area goals towards action plans. Participants develop Project Area goals, and recommend specific approaches for achieving goals.

Objectives:

- 1) Goal statements;
- 2) High-level plans for achieving top priorities/goals;
- 3) Identification of additional analysis or information required for next stage of planning

6. Networking and Debriefing Session 2:15pm-3:00pm

OBOD, KCADD, Michael Baker Jr., Inc. and SNG staff available for informal discussions

IPA Workshop GOAL

Generate buy-in and commitment to impact/maximize broadband utilization in the Project Area

** IPA Workshop SETUP **

Encourage setup that facilitates easy interaction among workshop stakeholders, ADDs and presenters; no classroom style setup.